# Agenda

1. Introductions
2. Board Election
    a. Tano Maida
3. Accept Chris Desser's Resignation — Letter to her?
4. 1992 Taxes
5. Current Financial Overview
6. Approve Direction / Financial Plan
7. Upcoming Events
8. New Business

Point Board
meeting -
November 15,
1993

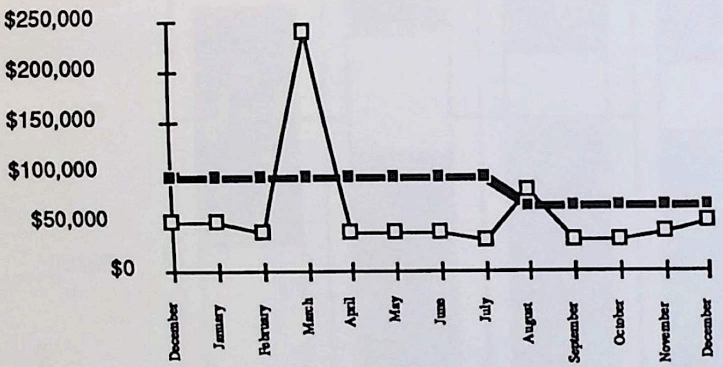
Next: Dec. 15
(3rd Wed.)

Anne Herbert
address.

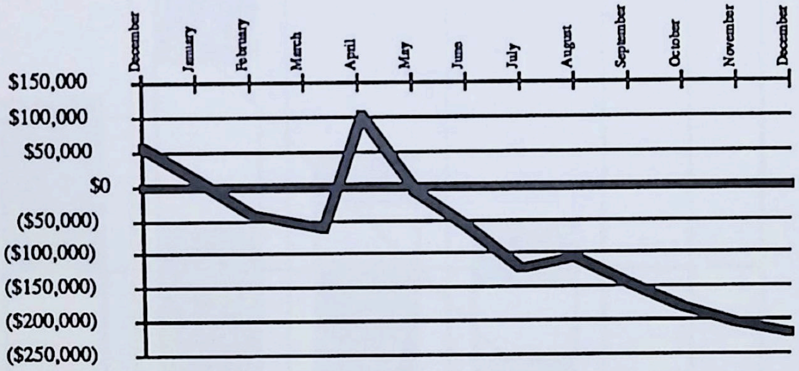
# Current Situation

■ Expenses □ Income

Expenses Vs. Income: Thru 1994

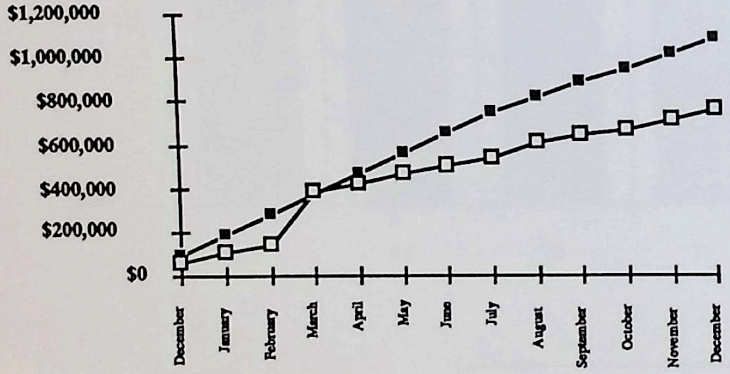


Current Cashflow Forecast

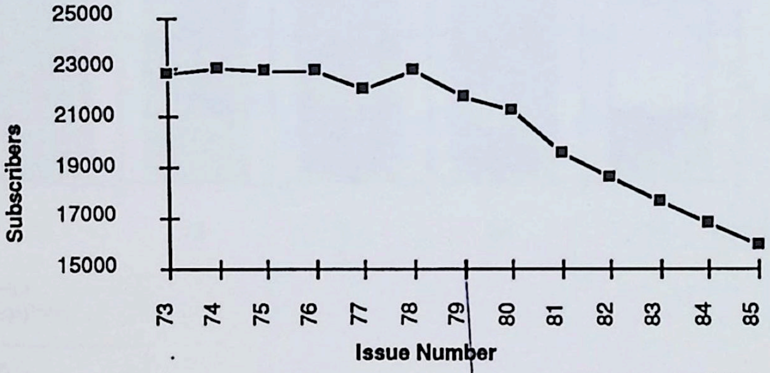


5% drop in income per mo.

Cumulative Expenses Vs. Income



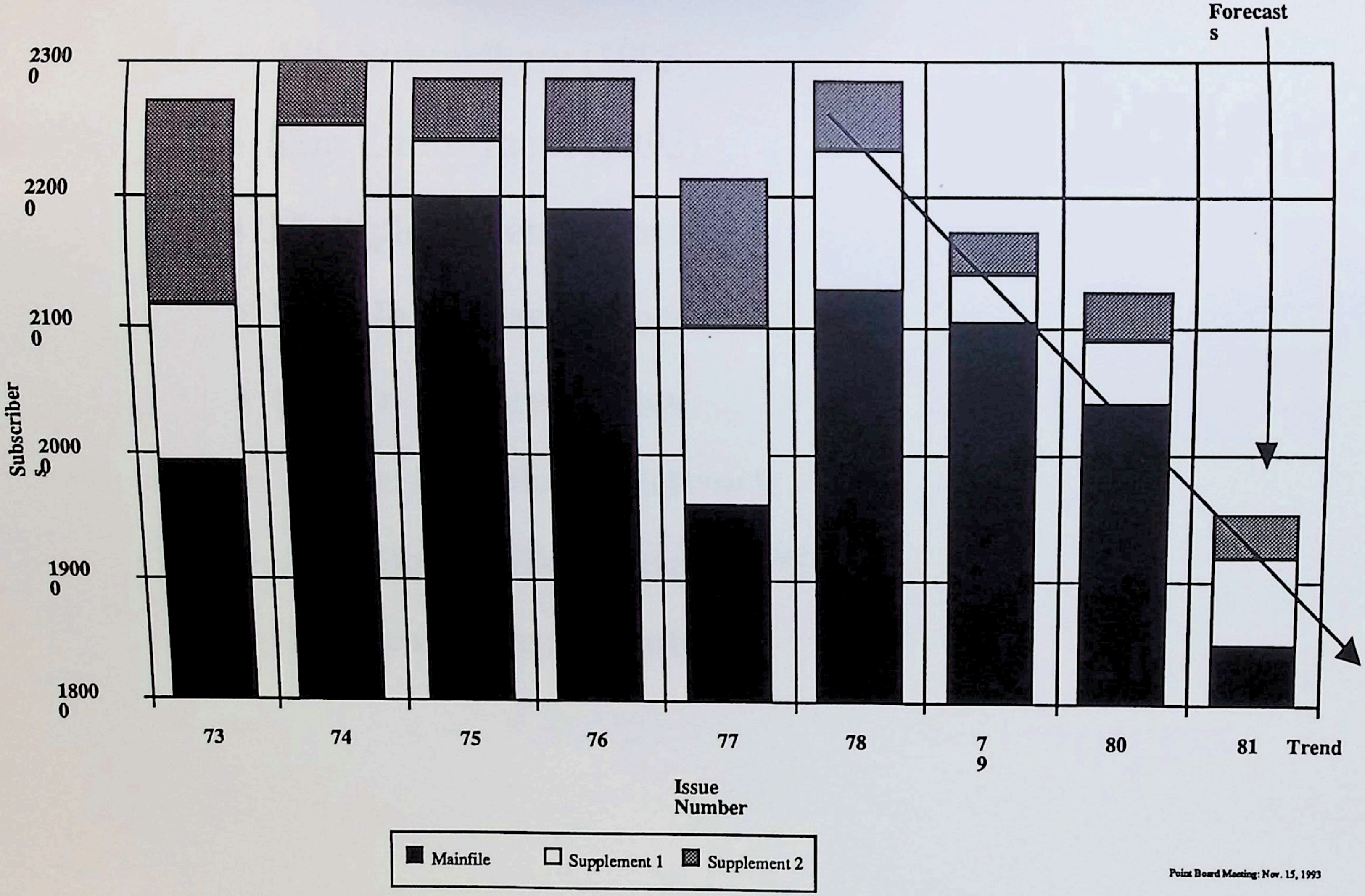
Subscriber Base



Point Board Meeting: Nov. 15, 1993

25th Ann.

# Subscribers: Likely Scenario



Point Board Meeting: Nov. 15, 1993

## *Long Range Goals*

- **40K Subscribers (1995)**
- **$2m Endowment (1995)**
- **Multiple Revenue Streams**
- **Built In Renewal Process**
- **Return to Core Values**
- **Active, Stimulated Network**
- **Low Dollar, High Leverage Grants**
- **Physical Place as Center**

# *Point Foundation Principles*

The world is deeply in need of a broader, more comprehensive frame of reference.

**Point** is a Philanthropic Organization that makes low dollar, high leverage grants. Point is specifically apolitical, looking to define tools, not rules. Grants and operations support and further the following principles.

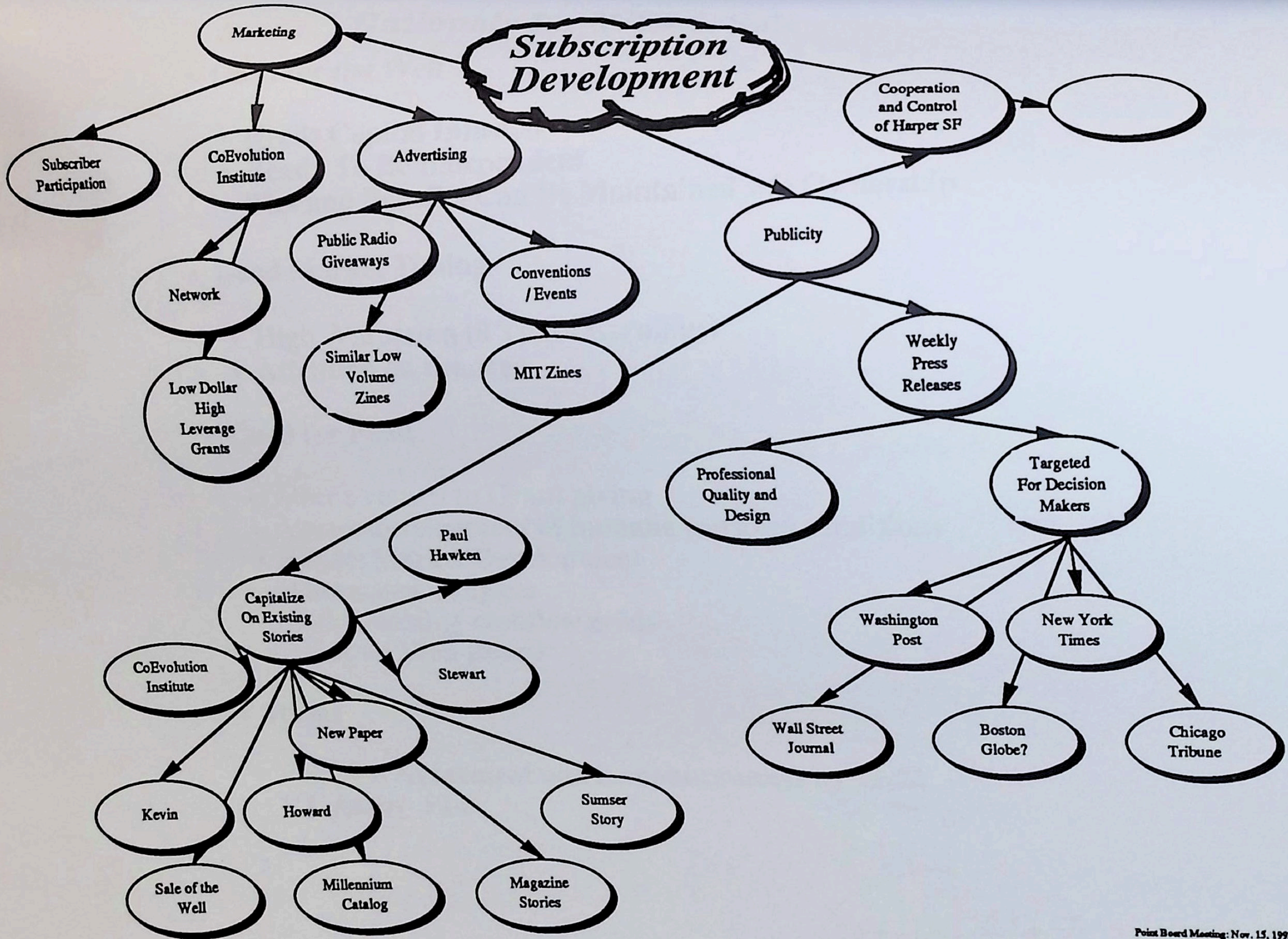
- Challenge Assumptions, Stretch Minds
- Access to Tools For Independent Thinking and Living
- Access to Cutting Edge Research
- Search for Practical, Usable Principles; Scientific and Spiritual
- Build and Use Network Effectiveness
- Employee Ownership (Responsibility)
- Principles First, Money Second

# Workplace Principles

- **Higher Pay Than Peer Organizations**
- **Delightful Surroundings (Beauty)**
- **Full Range Benefits (Retirement)**
- **Congruity with Publication Principles**
- **Craft Mastery**
- **Quality Tools**
- **Healthy Work Environment**
- **Employee Responsibility**
- **Rewards Tied to Contribution**
- **Focus On the Customer**

# *Publication Principles*

- **Promote 'Comprehensivist' View of World**
- **Quality Writing / Reviews**
- **Focus on Interdisciplinary View**
- **Usable / Readable Information**
- **Portability (Read on the Fly)**
- **News, News, News**
- **Call to Action**
- **Emphasis on First Person**
- **Emphasis on Broad Technology**
- **Provider of Reviews**


Subscription Development
Marketing
Subscriber Participation
CoEvolution Institute
Advertising
Cooperation and Control of Harper SF
Publicity
Network
Low Dollar High Leverage Grants
Public Radio Giveaways
Conventions / Events
Similar Low Volume Zines
MIT Zines
Weekly Press Releases
Professional Quality and Design
Targeted For Decision Makers
Washington Post
New York Times
Wall Street Journal
Boston Globe?
Chicago Tribune
Capitalize On Existing Stories
Paul Hawken
Stewart
CoEvolution Institute
New Paper
Kevin
Howard
Sumser Story
Sale of the Well
Millennium Catalog
Magazine Stories

Point Board Meeting: Nov. 15, 1993

Inspiration
- object oriented
- hierarchical

## Rationale for WELL Sale

- **Good for the Well**
  - **Needs Capital Infusion**
  - **Ready To Be Independent**
  - **Ties and Benefits Can Be Maintained w/o Ownership**

$750,000
(8 X current earnings)

- **Good Market Timing**
  - **High Valuation (8 Times Earnings)**
  - **Attention on the area**

~~He owns~~

- **Good for Point**
  - **Allows return to Grant giving**
  - **Allows development of humane working conditions**
  - **Allows Market Development**
  - **Allows new projects**
  - **Solves coming cashflow crisis**
  - **HLR on Well Board**

- **Terms**
  - **Signed Agreement and Announcements by 11-22**
  - **Cash by 12-8**

Valuation by the gov + legal liability to board, "opinion" needed

Opinion states appropriate fair mkt value so if problem gov + will sue

when bd moves to do this, need lawyers opinion so we're not liability

Path thru the information, not more info.

~~Acct~~ net benefit

disciplinary - WER

Specialized - WELL

discussed, rec. ~~to~~ trade

proposed transfer of WELL asset be moved

w/ opinion letter from atty or acct. we obtained

When paper is done - poll the board

Investing in the equity, not the tech.

# Budget: Catalog Refurb and Cashflow Supplement

| Summary | 12 Computers | 29 Ethernet plus controllers etc. | 4 Couches | 5 Tables | 16 Chairs | 14 Desks | Phone System and 33 phones | Decorations | Lamps | Xerox/ music/folding chairs | shelving |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Budget | 25000 | 12000 | 1600 | 1000 | 4800 | 2800 | 13500 | 2000 | 1000 | 7000 | 3000 |
| Total | 73700 | | | | | | | | | | |
| Garden | 10000 | | | | | | | | | | |
| Total Upgrade | 83700 | | | | | | | | | | |
| Additional Cash flow | 200000 | | | | | | | | | | |
| Contributors | 50000 | | | | | | | | | | |
| Totals | 333700 | | | | | | | | | | |

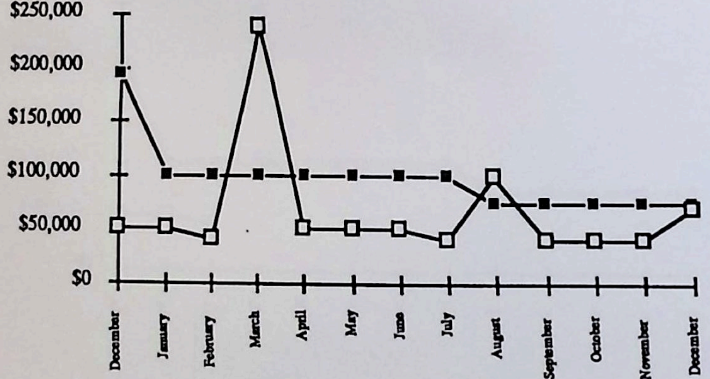
# $400K to seed 'CoEv Institute'

# floor plan

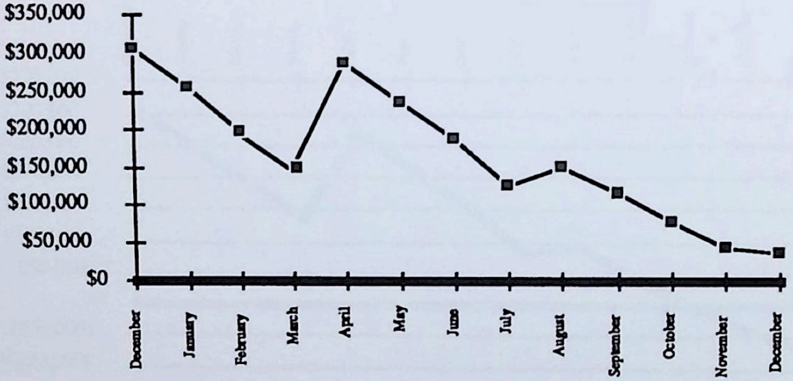
# Revised Plan: Goals

■ Expenses
□ Income

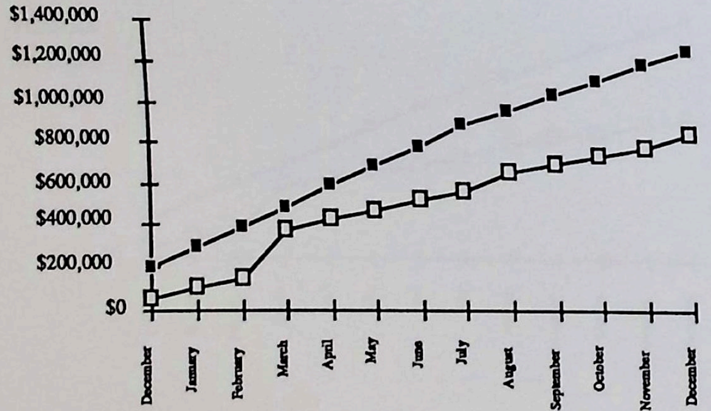
Expenses Vs. Income



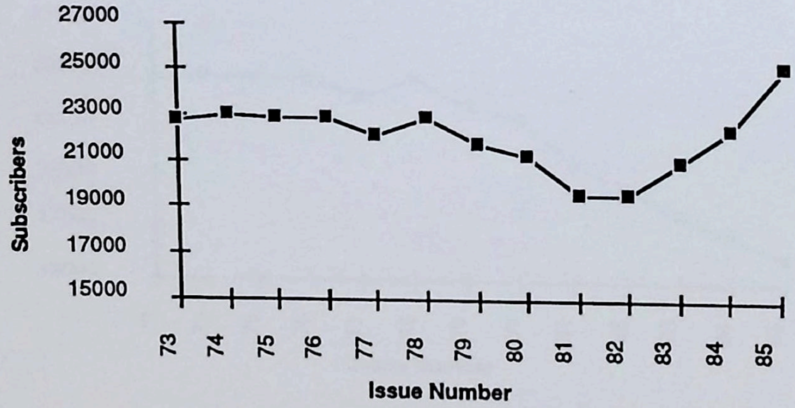
Cash Flow



Cum. Expenses Vs. Income



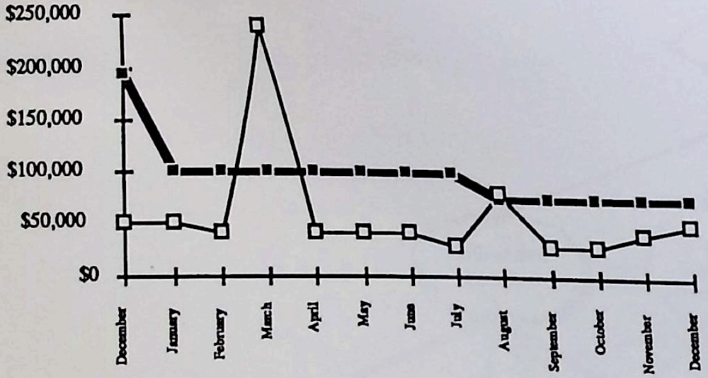
Subscriber Base



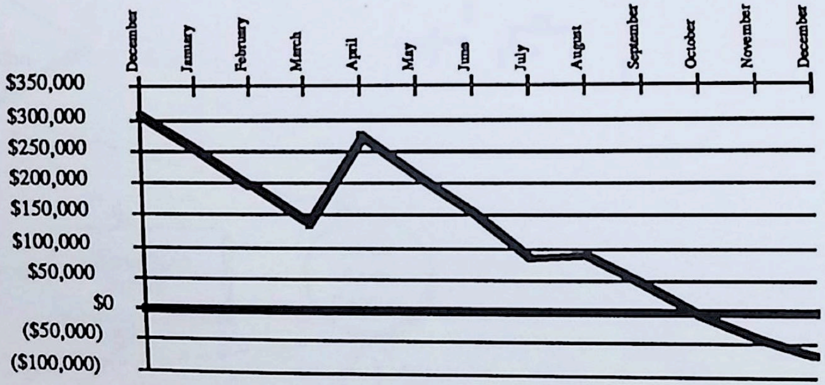
# Revised Plan: Failure Scenario

■ Expenses □ Income

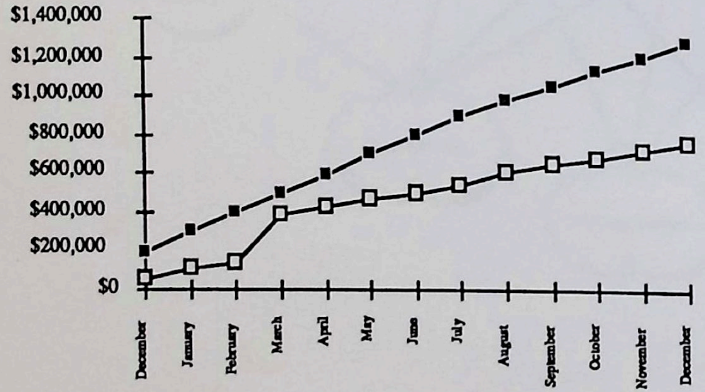
REVISED EXPENSES VS INCOME



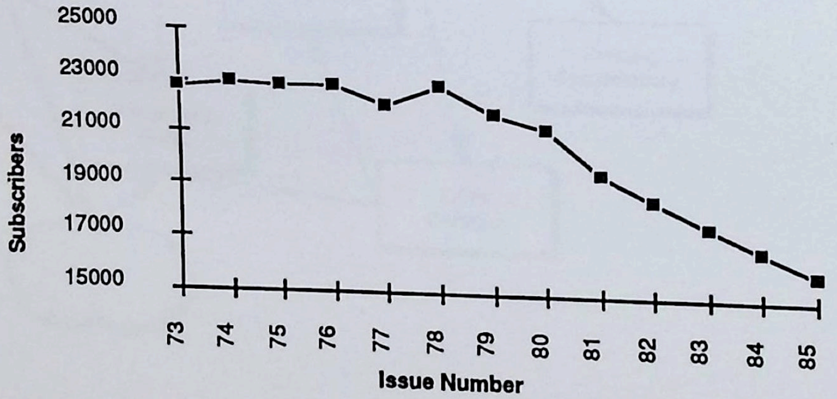
Revised Plan Cash Flow



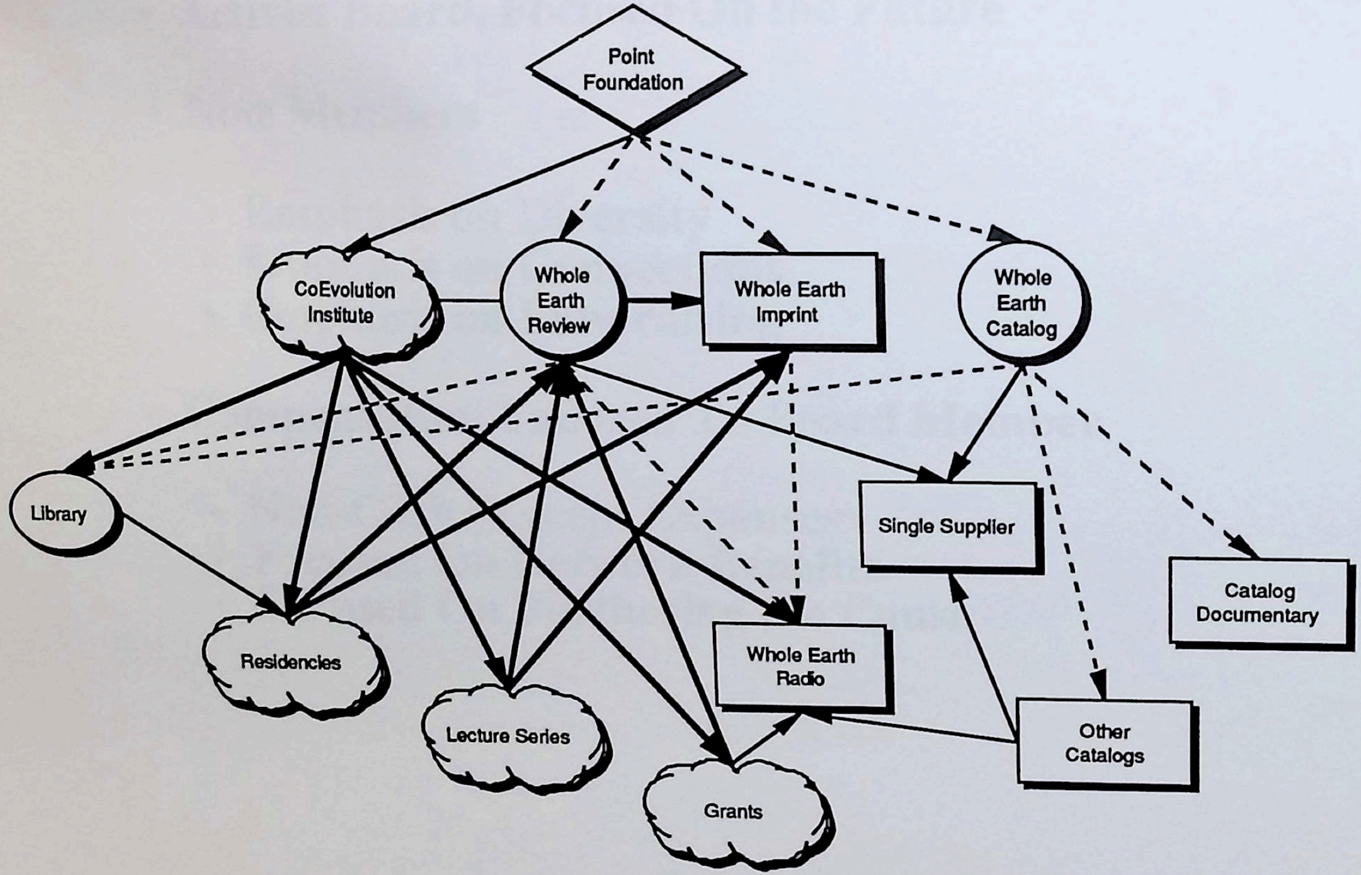
Revised Plan: Cum. Expenses Vs. Income



Subscriber Base



# Planned Structure



Point Foundation

CoEvolution Institute

Whole Earth Review

Whole Earth Imprint

Whole Earth Catalog

Library

Single Supplier

Catalog Documentary

Residencies

Whole Earth Radio

Lecture Series

Other Catalogs

Grants

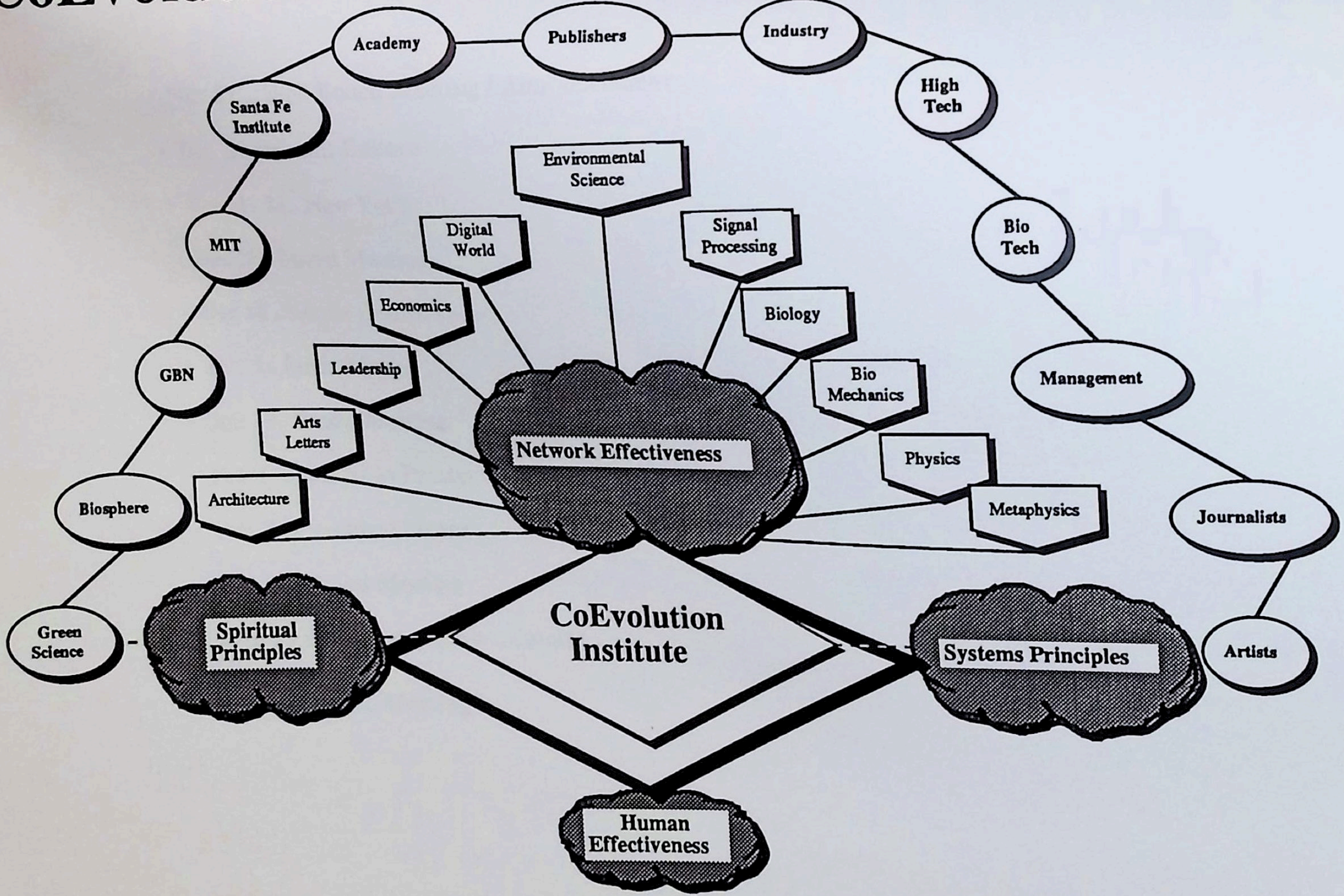
# Board Recruitment / Design

- Activist Board, Focused On the Future
- Nine Members
  - Emphasis on Diversity
  - Emphasis on Connections
  - Emphasis on Fundraising
- Compensation Tailored To Board Member
  - Non-Cash (Except Expenses)
  - Focused On Network Benefits
  - Focused On Furthering the Cause

# CoEvolution Institute: Purposes

- Low Dollar, High Leverage Grants Supporting Point's Purpose
- Weekly Gathering
  - Bridging 200 Regional People / 500 Global
  - Goal: To Build Comprehensive / Interdisciplinary Perspective
  - Goal: To Fuel Network
  - Longer Range Goal: Point Revenue Stream
  - Source For Magazine Articles / Imprint Material
- Intellectual Center: Pont Library / Residence (Greenhouse)
  - Week-Long Residency Grants -- Paper Output
  - Solitude / Working Space For Network Members
- Occaisional Publications
- Endowment Fund Raising in 1995

# CoEvolution Institute: Intellectual Structure



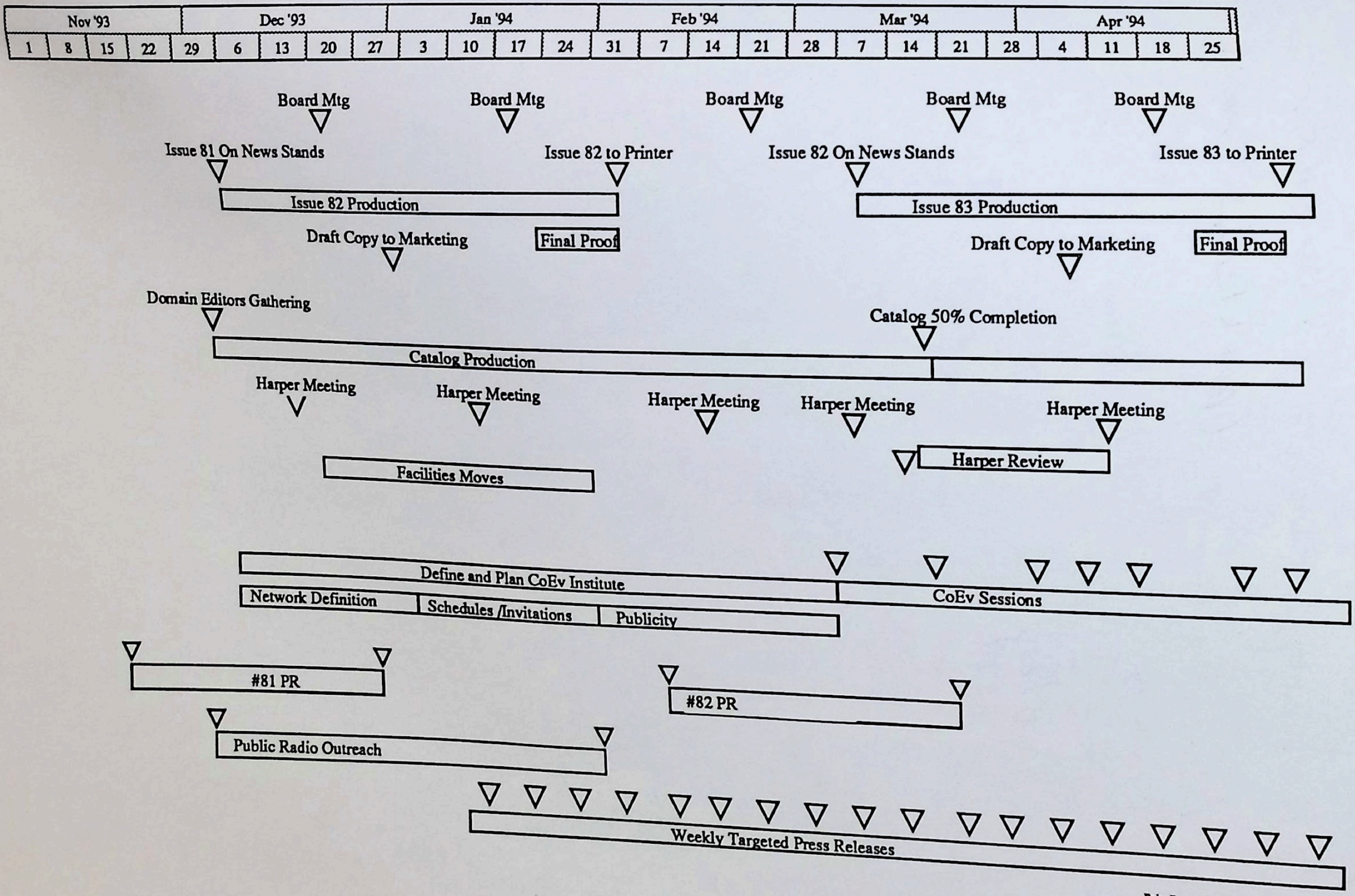
Academy
Publishers
Industry
Santa Fe Institute
High Tech
Environmental Science
Digital World
Signal Processing
MIT
Bio Tech
Economics
Biology
GBN
Leadership
Bio Mechanics
Management
Arts Letters
Network Effectiveness
Physics
Biosphere
Architecture
Metaphysics
Journalists
Green Science
Spiritual Principles
CoEvolution Institute
Systems Principles
Artists
Human Effectiveness

## Search for Effective Principles (Not Rhetoric)

# Upcoming Events

- **Nov 22... Well Board Meeting / Announcement**
- **Dec 3...Domain Editors**
- **Dec 4 - 11...New York**
- **Dec 15 Board Meeting**
- **Dec 16...Seattle (Radio Show)**
- **Jan 1...Begin Moves**
- **Jan 19 Board Meeting**
- **Feb 1 Issue 82 to Printer**
- **Feb 1...Complete Moves**
- **Feb 16 Board Meeting**
- **Mar 15 50% Completion...Catalog**
- **Mar 16 Board Meeting**

# Implementation Plan



Nov '93
Dec '93
Jan '94
Feb '94
Mar '94
Apr '94

1 8 15 22 29 6 13 20 27 3 10 17 24 31 7 14 21 28 7 14 21 28 4 11 18 25

Board Mtg
Board Mtg
Board Mtg
Board Mtg
Board Mtg

Issue 81 On News Stands
Issue 82 to Printer
Issue 82 On News Stands
Issue 83 to Printer

Issue 82 Production
Issue 83 Production

Draft Copy to Marketing
Final Proof
Draft Copy to Marketing
Final Proof

Domain Editors Gathering
Catalog 50% Completion
Catalog Production

Harper Meeting
Harper Meeting
Harper Meeting
Harper Meeting
Harper Meeting

Harper Review

Facilities Moves

Define and Plan CoEv Institute
CoEv Sessions
Network Definition
Schedules /Invitations
Publicity

#81 PR
#82 PR

Public Radio Outreach

Weekly Targeted Press Releases

Point Board Meeting: Nov. 15, 1993

Debates

Wilma Mankiller, Chief of Cherokee nation
(excerpt her book)

Mark Hertsgaard - travelled World - environment
& lives in Gold country (author of On Bended Knee")

Mark Dowie - on social investing (Art Kleiner domain)

Yo!

Cross over from Catalog
Barry Lopez